

BETHANY LUCK-HUTSON

PROFESSIONAL STRENGTHS

- › Strategic planning
- › Brand management
- › Project and budget development and management
- › Community development
- › Content development
- › Website content development
- › Data analysis
- › SEO and SEM
- › Social media marketing
- › Mobile marketing
- › Email marketing campaigns
- › Public and media relations
- › Crisis communications
- › Design and desktop publishing
- › Team building and people management
- › Relationship building
- › Agency and vendor management
- › Keen sense of humor
- › Team-oriented leader
- › Detail-oriented and precise, yet flexible and spontaneous

AWARDS, HONORS & ACTIVITIES

- › Ad-Hoc Board Member, Seattle Film Summit, Digital Marketing (web and social)
- › Member of Social Media Marketing Society, 2015-2019
- › Social media strategy speaker at the E-Tourism Summit in New York City, 2009
- › Social media strategy session leader for local, regional, national, and international industry partners of Visit Spokane and SAE International
- › Designated Certified Tourism Ambassador through the Tourism Ambassador Institute in 2007. CTA Facilitator, 2007-2009
- › Winner of several Spokane Regional MarCom Association Spark Awards in 2007, 2008 and 2009, including the Dussault Brightest Spark Award in 2009, as part of Visit Spokane's marketing team
- › Participant in many digital marketing conferences and summits, 2007-present
- › Founder, past President, and former Communications Chair of Spokane Young Professionals
- › Former board member and 2006-2007 President of the Spokane Regional MarCom Association

PROFESSIONAL EXPERIENCE

Amazon | Sr Marketing Manager, Amazon Originals, Prime Video | *Mar 2019 – present*
Deliver go-to-market campaigns for original and exclusive titles that build awareness and drive viewership by optimizing the end-to-end customer experience across Amazon's owned and operated channels, including Amazon.com, the Prime Video App, Fire TV, 3rd-party living room devices, and outbound; derive critical insights from data and synthesize recommendations to improve future launches and content strategies; balance strategic objectives of promoting content, driving brand awareness, and providing an ideal customer experience on all owned platforms; lead initiatives at a fast-pace in a cross-matrixed environment; engage with cross-organizational leadership, industry executives, and talent

Amazon | Digital Marketing Manager, Amazon Physical Stores | *Aug 2016 – Mar 2019*
Created digital marketing strategy for Amazon's physical stores; responsible for creative direction, copywriting, and implementation of digital marketing channels, including manual and semi-automated email, cross-site Amazon.com campaigns, landing pages, social media, SEO, and online listings; developed and executed ongoing digital marketing editorial calendar; used data to segment customers to build customer acquisition and engagement programs; drove testing plans for digital communications; analyzed metrics to drive decisions

SAE International | Social and Digital Brand Manager | *Jan 2012 – Aug 2016*
Crafted the digital marketing and brand strategy; Brand Council Member; directed strategic social media communications plan; built brand awareness via digital channels; analyzed metrics; community development and storytelling; team management; trained staff on digital marketing strategy, objectives and best practices; website development and content management; blog development; created and managed online advertising campaigns; analyzed and improved SEO efforts; mobile app project and vendor management

Spokane County Library District | Communications Director | *Jan 2011 – Jan 2012*
Created strategic communications plan and budget; public and media relations; oversight of website redesign; launched and created content for the e-newsletter program; managed social media and web content; produced all collateral material; managed Graphic Design department; developed regional advocacy plan and worked with community groups to implement

Kalispel Tribal Economic Authority | Interactive Communications Mgr | *Nov 2009 – Jan 2011*
Developed comprehensive strategic marketing plan for Northern Quest Resort & Casino; directed digital and social media strategies for Northern Quest Resort & Casino and the Kalispel Tribe of Indians; directed website redesign; website content and graphic development; created and executed email marketing strategy; crafted press releases and advertising copy

Visit Spokane | Electronic Marketing Manager | *August 2005 – November 2009*

River Park Square | Assistant Director of Marketing | *March 2003 – August 2005*

Second Harvest Northwest | Special Events Coordinator | *August 2002 – March 2003*

EDUCATION

West Virginia University, Morgantown, WV | *January 2013 – May 2015*
M.S., Integrated Marketing Communications, 4.0 GPA

West Virginia University, Morgantown, WV | *August 2012 – December 2012*
Social Media Marketing Certification

Eastern Washington University, Cheney, WA | *September 2000 – June 2002*
B.S., Communication Studies, Public Relations emphasis; Journalism Minor; Summa Cum Laude

Chapman University, Orange, CA | *September 1998 – February 2000*
Studied communications and broadcast journalism

PORTFOLIO

LinkedIn | [linkedin.com/in/bethanyluckhutson](https://www.linkedin.com/in/bethanyluckhutson)

Blog | bethanyluckhutson.com

Capstone | bit.ly/BLuckHutson-MSIMC-Capstone

REFERENCES

Available upon request